

## Proposal No. 12

### S. 38<sup>th</sup> and South Beltway

Location	Proposal
West of S. 38 <sup>th</sup> Street and north of future South Beltway and south of Saltillo Road	Amend the 2030 Lincoln/ Lancaster County Comprehensive Plan to  1) Delete “Highway Oriented Commercial” designation for “South Beltway and S. 27 <sup>th</sup> ” on page 47 and replace it with a Community Center designation or no designation
<b>Recommendation:</b> Retain Highway Oriented Commercial designation, but amend language describing these areas.	

#### Description

The applicant proposed that the Highway Oriented Commercial (HOC) designation on the site on between S. 27<sup>th</sup> and S. 38<sup>th</sup>, north of the South Beltway be removed. The applicant stated that this location may include retail uses currently not included in the description of HOC. To the north of this area are several square miles of future urban residential uses which could support large retail anchor stores, in addition to uses oriented to the highway traveler. The applicant thought the current language was to limiting.

#### Comprehensive Plan Implications

Note: Staff report is identical to Proposal #11

The 2030 Plan on page 46 states about HOC areas:

#### **“Center Size**

*These commercial areas will range in size, and due to their orientation to highway travelers, will not have an Anchor Ratio since they will not include large anchor stores (except for large tourist oriented retail stores, such as Cabela’s, which are typically oriented to highway traffic.)*

#### **Description**

*These centers are oriented to the highway traveler and highway oriented distribution, warehouse and light manufacturing companies. Retail and service uses would include restaurants, motel/hotels, gas stations, truck stops.*

*Since they are oriented to the interstate, they should have landscaping and design standards to present an appropriate entryway into the community. The highway oriented commercial areas identified in the Plan are generally distant from large residential areas, so they are not appropriate locations for large discount and grocery stores or other types of anchors. Anchor stores should develop in neighborhood, community and regional centers closer to residential areas. This is particularly so since highway oriented commercial areas are often developed in a linear manner with limited pedestrian access and ties to residential areas. This limitation does not apply to large warehouses and light industrial facilities which are appropriate in Highway Oriented Commercial areas.”*

The Plan designates three areas as HOC :

1. West O Street Corridor
2. North 56<sup>th</sup> & I-80
3. South Beltway and S. 27<sup>th</sup> Street

While highway oriented commercial areas may include a lot of uses such as hotels and restaurants oriented to the traveling public, or warehouses, truck terminals and distribution centers oriented to highway access, other retail uses could locate in the area in some cases.

The HOC designation is helpful in determining appropriate zoning for an area and to give an indication as to the types of uses that may locate in an area. The designation is also used in traffic modeling to give an indication as to what type of uses may locate in an area. The designation is also helpful to describe existing highway oriented areas such as West O Street and 56<sup>th</sup> and Arbor Road.

However, the current language should be revised to include the opportunity for large retail stores to locate in a HOC area in some cases. The revised description should state that while these areas will probably not include large retail stores, it is possible that a few “big box” stores may find the location desirable.

Amend the Comprehensive Plan, page 46, section on Highway Oriented Commercial Areas as follows:

**“Center Size**

*These commercial areas will range in size considerably depending on market potential and land availability. ~~and due to there orientation to highway travelers, will not have an Anchor Ratio since they will not include large anchor stores (except for large tourist oriented retail stores, such as Cabela’s, which are typically oriented to highway traffic.)~~*

**Description**

*These centers are primarily oriented to the highway traveler and highway oriented distribution, warehouse and light manufacturing companies. Retail and service uses may include a variety of retail and service uses, ~~would including big box retail stores that have a regional draw or serve “community” center needs,~~ restaurants, motel/hotels, gas stations, and truck stops.*

*Since they are along entryways into the community oriented to the interstate, they should have landscaping and design standards ~~to present an appropriate entryway into the community. The highway oriented commercial areas identified in the Plan are generally distant from~~ are not surrounded by large residential areas, so they are not appropriate typical locations for large discount and grocery stores or other types of anchors which serve local markets. However, these stores may be able to attract additional support from the population in rural areas and smaller towns in the region, along with the possibility of large specialty or destination stores such as sporting goods and furniture stores, which have the ability to attract consumers from one hundred miles and beyond. ~~Anchor stores should develop in neighborhood, community and regional centers closer to residential areas. This is particularly so since highway oriented commercial areas are often developed in a linear manner with limited pedestrian access and ties to residential areas. This limitation does not apply to large warehouses and light industrial facilities which are appropriate in Highway Oriented Commercial areas.”~~*